

# Jazzing Up The Home Screen



Although feature films and pornography now dominate program sales to the home video market, a number of companies are distributing other types of programming, hoping to discover a form with the repeatability and appeal the public will demand once the novelty of home video wears off. One such firm is Improvising Artists Inc., a New York record company specializing in jazz and avant-garde music. IAI has released videotapes of recording sessions that mingle conventional shots of the musicians with footage containing abstract patterns and multiple images. Five scenes from IAI programs appear on these pages. Carol Goss, an IAI principal, created the video during the actual recording sessions, using a video synthesizer and mixing images according to the rhythm and mood of the music; no postproduction was involved. A collection of IAI excerpts is available in the video catalog just issued by Inovision, the new video subsidiary of Electronic Data Systems in Dallas. Titles include "Reeds 'n Vibes" with Marion Brown on flute and alto sax and Gunter Hampel on vibes, "Kundalini" with the Perry Robinson Trio, "Sun Ra and Friends" with pianist Sun Ra, and "Neon," a pulsating video rendition of a Tokyo night accompanying a score by composer Paul Bley leading an all-electric band.